

FAX# 703-516-9680
HARRIS REPORT FROM REP OCT5/12 11.12
CHANGES ** WFSB-TV ***

ADV # _____ ADV. NAME POLI/E ESTY/D/CON/CT

AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6358312

PRDCT FRIENDS OF E ESTY EST#1915 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED

DATE OCT5/12 11.12

REP: REVISED ORDER

ZEROED LN 17

ADDED LN 21

TTL SAME

PLS CFM

THANKS, MIKE FOR HEATHER

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS

ACCOUNTING

1010 WISCONSIN AVENUE NW

SUITE 800

WASHINGTON, DC 20007

FRIENDS OF ELIZABETH ETSY

[illegible]

AGENCY ADVERTISER CODE = 118

AGENCY PRODUCT CODE = 125

17 S 930P-1030P

PROGRAM : THE GOOD WIFE

CON COM1: THE GOOD WIFE

AGENCY EST# = 1915

\$2,600.00

10/7

10/7

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RESULTS

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REP HEADLINE# 6358312 TRF# 496695 REP: TEL# 703-516-9399 FAX# 703-516-9680 OCT5/12 11.12
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES*** ** WFSB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	A		830P-930P	30		\$2,600.00	10/7	10/7	1		SUN	1
PROGRAM : AMAZING RACE												
CON COM1: AMAZING RACE												

OCT/12 32725.00 CONTRACT TOTAL 32725.00
TOTAL SPOTS 37

MARKET TOTALS \$90,902 WFSB 36% WTNH 23% WVIT 23% WTIC 16% WCTX 1% WCCT 1% WHPX 0%
CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- MAY/12
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 496695 /		Alt Order # 06358312
Product FRIENDS OF E ESTY		
Contract Dates 10/02/12 - 10/08/12		Estimate # 1915
Advertiser Frinds of Elizabeth Esty		Original Date / Revision 10/05/12 / 10/05/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 118	Product Code 125
Agency Ref		Advertiser Ref

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/02/12	10/08/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$250.00			
2	WFSB	10/02/12	10/08/12	Eyewitness News	12pm - 12:30PM		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$275.00			
3	WFSB	10/02/12	10/08/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$350.00			
4	WFSB	10/02/12	10/08/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				1	\$500.00			
5	WFSB	10/02/12	10/08/12	Eyewitness News	5pm - 5:30pm		:30			NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				4	\$675.00			
6	WFSB	10/02/12	10/08/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$800.00			
7	WFSB	10/02/12	10/08/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$1,800.00			
8	WFSB	10/02/12	10/08/12	Eyewitness News	6am - 6:30am		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$1,200.00			
9	WFSB	10/08/12	10/08/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$800.00			
10	WFSB	10/02/12	10/08/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$1,200.00			
11	WFSB	10/02/12	10/08/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 496695 /		<u>Alt Order #</u> 06358312
<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Product</u> FRIENDS OF E ESTY
<u>Advertiser</u> Friends of Elizabeth Esty		<u>Estimate #</u> 1915
		<u>Original Date / Revision</u> 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$275.00			
12	WFSB	10/08/12	10/08/12	9am-10am	9am - 10am		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$175.00			
13	WFSB	10/08/12	10/08/12	HIMYM/Partners	8pm - 9pm		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$2,200.00			
14	WFSB	10/06/12	10/06/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$500.00			
15	WFSB	10/07/12	10/07/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,100.00			
N 16	WFSB	10/07/12	10/07/12	Delayed The Good Wife	930-1030p		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$2,600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/01/12-10/07/12	Delayed The Good Wife	930-1030p	-----Su	:30		\$2,600.00	NM		
	See MG 16.2											
	2	WFSB	10/07/12-10/07/12	Amazing Race	830-930p	-----Su	:30		\$2,600.00	NM		
	Ⓜ MG for 16.1 10/07											
17	WFSB	10/02/12	10/08/12	Eyewitness News	11PM - 11:35PM		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				4	\$700.00			
18	WFSB	10/02/12	10/05/12	9am-10am	9am - 10am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				1	\$500.00			
19	WFSB	10/02/12	10/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				2	\$2,100.00			
Totals											37	\$32,725.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	37	\$32,725.00	\$27,816.25
Totals	37	\$32,725.00	\$27,816.25

Signature: _____ Date: _____

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